

Social Media Advertisements: An Effective Platform for Purchasing Decision

J.Jani Mercybai¹, Dr.S.Sahayaselvi²

¹Research Scholar, Reg.No:18113041012013, Research Department of Commerce, Holy Cross College (Autonomous), Nagercoil, Kanyakumari District, South India.
janimercybai@holycrossnsl.edu.in

²Assistant Professor and Research Supervisor, Department of Commerce, Holy Cross College (Autonomous), Nagercoil, Kanyakumari District, South India. sahayaselvi@holycrossnsl.edu.in
Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, TamilNadu, India.

Abstract

Henry Ford the CEO of Ford company coined a statement like "Stopping advertising to save money is like stopping your watch to save time." Yes, spending money on advertisement is not the waste rather it is economical which boost up the sales volume of manufacturer of products and services. In the present scenario Advertising is one of an important key factors to impulse the users to purchase products and services. Without advertising the manufacturers can't create awareness towards their products and services among the target audiences. Social media is a virtual place where the advertisers and users can enable to meet. Today social media advertisements have got increasing growth rate. It provides a global platform for marketers throughout the world. Moreover, they can reach a vast number of audiences to create awareness of their products and services. Social media advertisements are one of the important advertising tools to reach uncountable viewers. Youngsters are more attracted to the social media advertisements compare with elder age group. The data were collected with the help of a questionnaire and Proportionate Random Sampling Technique was used to represent 388 respondents from 28 arts and science colleges in Kanyakumari district. The result of the study indicates that the respondents who are aware of social media advertisements like YouTube gets 4.327 mean score compared to traditional advertisements who gets 3.567 mean score. It is clear that social media advertisements are positively impacted on the purchasing decision of respondents. This paper also suggests that the advertisers could design advertisements carefully and parental guidance notice must be added at before showing an advertisement.

Keywords : Purchasing Decision, global platform, eye catchy, memorable.

INTRODUCTION

In the modern era, social media is an indispensable element with its advanced technology. Social media have gained so much growth and fame worldwide. It refers to all applications (apps), websites, blogs as well as microblogs that enable the users around the globe to interconnect through the internet, communicate and share content. Social media is a virtual place where the advertisers and users can enable to meet. Social media advertising has become a significant digital marketing strategy primarily emerged with the rapid growth and acceptance of electronic commerce all over the world. Most of the leading brand companies are now recognized social media as an effective platform to advertise their products and services. Besides consumers, exactly the young users of social media are now started to prefer social media advertising over conventional media due to its unbeatable features which predominantly enable more convenience and interaction. Averagely most of the youngsters are spending at least an hour on social media sites. They are accessing social media through their smartphones and getting information from advertisements displayed on these media. Hence the marketers using social media sites such as Facebook, Twitter, YouTube and some other sites to advertise their products and services to capture the mind of young users. Advertisements in social media are more memorable and allure youngsters and led them to purchase products or services.

Social media advertisements are not only creating brand awareness but also it inspires youngsters to purchase.

REVIEW OF LITERATURE

Joicy Lidwina et.al :2020 reveals that media advertising through YouTube is easily exposed to the public. Advertisements in YouTube is helpful to get any information and they proved that advertising on trustworthy and secured where people can use this medium for their popularity. Israel O and Oguche E.N:2018 suggest that advertising agencies should care about the feedback of users of social media upon which their advertisements were placed. The users of social media were believed in advertisements hence the advertisers should be careful about the content of the advertisement. Shariful and Mohammad Iqbal Mahmood:2018 indicate that advertising on social media increases the motivation and improves the perception of the company for viewers which ultimately enhances customer's purchase intention. Ambujakshi:2017 identifies that advertisements regarding products can easily remember by the respondents and they were highly influenced by social media compared with other media. Church S.Akpan et.al:2015 states that the advertisements on Facebook is more alluring and catchy as it facilitate more patronage of the advertised products. Muhammad Aqusa and Dwi Kartini:2015 denote that influence of advertisements was intended to convince the consumers to purchase products. Magesh.C et.al:2013 analyses the consumer preferences toward different types of advertisements in social networking sites. They found that video advertisements are liked by students.

STATEMENT OF THE PROBLEM

Social media have become the popular digital platform for the users and advertisers of product and services. The rapid development of technology brings the world near to the hand through the internet. It increases the social media users especially youngsters because they can easily adapt and access social media through their smartphones, laptop and personal computer. Social media advertisements are one of the important advertising tools to reach uncountable viewers. They are more attached to the social media advertisements compare with elder age group. At this occasion, these questions arise in the mind of researcher like, the level of awareness towards social media advertisements, effect in purchasing decision and what are the suggestions to be implemented for the betterment of social media advertisements. Hence the researcher coined the title Social Media Advertisements: An Effective Platform For Purchasing Decision.

OBJECTIVES OF THE STUDY

1. To study the demographic profile of the sample respondents.
2. To understand the level of awareness of towards social media sites and its advertisements.
3. To find out the effect of social media advertising on purchasing decision of respondents.

METHODOLOGY

The study is based on both primary and secondary data. The primary data were collected from 28 Arts and Science Colleges in Kanyakumari District. Questionnaire method was used to collect primary data. The 388 respondents from all Arts and Science colleges were selected by using a proportionate stratified random sampling technique. The result obtained after the reliability test Cronbach's Alpha value of 0.705 in the 15 item suggests that the questionnaire is reliable.

DATA ANALYSIS AND DISCUSSION

Demographic Profile of the Sample Respondents

Demographic characteristics of the respondents is an important variable for advertisers to carry their information to target audience based on their gender, age, marital status, residential status, educational qualification, family monthly income. Keeping this consideration an attempt was made to isolate the demographic profile of the respondents.

Table 1

Demographic Profile of the Sample Respondents

Variables	Particulars	No. of Respondents	Percentage
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Gender	Male	92	23.7
	Female	296	76.3
	Total	388	100.0
Age	16-20 years	318	82.0
	21-25 years	63	16.2
	Above 25 years	7	1.8
	Total	388	100.0
Educational Qualification	UG	313	80.7
	PG	68	17.5
	Scholars	7	1.8
	Total	388	100.0
Marital Status	Married	17	4.4
	Unmarried	371	95.6
	Total	388	100.0
Residential Status	Rural	210	54.1
	Urban	178	45.9
	Total	388	100.0
Family Monthly Income	Up to ₹10,000	38	9.8
	₹10,001-₹30,000	186	47.9
	₹30,001-₹50,000	123	31.7
	₹50,001-₹70,000	25	6.4
	Above ₹ 70,000	16	4.1
	Total	388	100.0

Table 1 shows that more than half 76.3 per cent (296) respondents are female and 23.7 per cent (92) respondents are male. It is observed that female respondents are highly attracted by the social media advertisements the reason behind is most of the advertisements displayed on social media sites were young girls related products 82 per cent (318) of the respondents are in the age group of 16 -20 years and 1.8 per cent (7) of the respondents are in the age group of above 25 years. It is clear that, the selection of products and services and watching advertisements on social media differ with age group.80.7 per cent (313) sample respondents are coming under the UG programme and 1.8 per cent (7) are research scholars, 95.6 per cent (371) respondents are unmarried and 4.4 per cent (17) respondents are married. 54.1 per cent (210) of the respondents are from the rural area and 45.9 per cent (178) are from the urban area. 47.9 per cent (186) of the sample respondents family having income between ₹10,001-₹30,000 per month and 4.1 per cent (16) of the respondents family have above ₹ 70,000 per month.

Level of Awareness Towards Social Media Sites

Awareness is getting knowledge through anything. Social media advertisements play an important role in providing information on products and services. The below table shows the level of awareness of respondents towards social media advertisements.

Table 3

Level of Awareness Towards Advertisements on Social Media Sites

Level of Awareness	Mean	Standard Deviation
Facebook	3.461	1.2641
YouTube	4.327	1.1337
Quora	1.856	1.1159
Instagram	2.570	1.2148
Twitter	2.332	1.2720
Pinterest	2.247	1.3062
LinkedIn	2.526	1.2987
Any other	1.825	1.0117

Source: Computed Data

Based on the mean score the respondents are highly aware of YouTube (4.327), followed by Facebook (3.461), Instagram (2.570) and the respondents are less aware of Pinterest (2.247), Quora (1.856) and other sites like Vimeo, Flickr and so on (1.825).

Inference: It is inferred that the advertisements in YouTube site plays an important role due to option like skip advertisements chance to reply and comment. This view is supported by the study of Joicy Lidwina et.al. (2020). Hence it draws the attention of respondents and inspiring them to watch advertisements. The other social media sites are not popular among respondents because of its lower attractiveness than leading social media sites. Thus it requires the attention of social media advertisers.

Level of Awareness towards advertisements on social media sites

Awareness is nothing it just receiving knowledge and understanding a situation or information based on experience and preference also differs from one person to another person according to their view. The following table indicates the awareness of respondents towards social media advertisements.

Table 3

Awareness towards Social Media Advertisements

Particulars	No. of Respondents	Percentage
25%	109	28.1
50%	168	43.3
75%	85	21.9
100%	26	6.7
Total	388	100.0

Source: Computed Data

Table 2 describes that 43.3 per cent (168) respondents known about 50% of social media advertisements. 6.7 per cent (26) of the respondents known 100% about social media advertisements.

Inference: It is analysed that even though there is a chance to skip the advertisements the respondents are watching advertisements. The reason behind is, the respondents can save their time and they no need to go to shops for purchase as well as they can order the products from their home itself.

Effect of Social Media Advertisements in Purchasing Decision

The purchasing decision is the life-threatening stage in the decision making process. In this stage, the person who is going to purchase has settled with the idea of which product or service is best to consume. The following table explains the effects of social media advertisements in purchasing decision of sample respondents.

Table 4

Effect of Social Media Advertisements in Purchasing Decision

Effect of Social Media Advertisements in Purchasing Decision	Mean	Std. Deviation
It helps me to recollect the brand of the products and services while I purchase	3.464	1.1992
I am convenient and comfortable to place the order products and services	3.332	1.2285
It saves my time and energy	3.397	1.2727
I am attracted towards more likes advertisements on social media	3.312	1.2402
Advertisements give me the self-explanation regarding products/ services	3.384	1.1700
I am attracted by social media advertisements	3.567	1.1471

compare to traditional advertisements		
It creates a positive effect on future purchasing decision of me	3.451	1.1769
It creates good faith in manufacturer	3.399	1.2586
It helps me to identify the brands available in the market to purchase	3.410	1.2450
I have confidence in the displayed products and services in advertisements	3.469	1.1710
It draw my attention to purchase products and services	3.459	1.1968
It creates belief in the quality of products and services	3.441	1.2406
It positions the image of the company	3.294	1.2642
I recall the experts opinion on social media sites while I go for purchase	3.428	1.1823
It reduces my stress while I go for purchasing products/services	3.443	1.2197

Source: Computed Data

Based on the mean score, out of 15 statements, the respondents agreed some statements have effect on purchasing decision through social media advertisements are I am attracted by social media advertisements compare to traditional advertisements (3.567), I have confidence in the displayed products and services in advertisements (3.469) and the social media advertisements helps the respondents to recollect the brand of the products and services while they purchase (3.464), the advertisements draw the attention of respondents to purchase products and services (3.459) and the low mean score for I am convenient and comfortable to place the order products and services (3.332) I am attracted towards more likes advertisements on social media (3.312), the advertisements positions the image of the company (3.294).

Inference: It is observed that social media advertisements are attractive than traditional advertisements and the respondents have confidence in displayed products and services. The results are similar to the study by Anjali (2017). It helps the respondents to recollect the product or services when they go for purchasing. Results from this study mirrors Ambujakshi (2017). At the same time, the advertisement draws the attention of respondents to purchase products and services. The result reflect Bindia Daroch (2017). It indicates that the respondents are attracted by social media advertisements compare to traditional advertisements. The traditional advertisements are not much interesting and have no chance to interactive regarding products and services, hence the respondents are preferring social media advertisements. It is cleared that social media advertisements are positively impacted on the purchasing decision of respondents.

SUGGESTIONS

Based on the findings, the following suggestions are made:

- The users of social media need to be critical thinkers, they need to evaluate the advertisement carefully if the product and services are valuable and have a positive impact on their necessity or requirement before selecting the products and services, this to avoid being a victim of fraud or a scam.
- The advertisers could design advertisements carefully and parental guidance notice can be also added at before playing an advertisement.
- Social media advertisers must advertise their products and services in an attractive way in leading blogs or sites such as Facebook, YouTube and so on. So that they can reach an excessive number of youngsters and able to boost their business in an effective manner.

- The manufacturers could rectify the problems faced by the customers such as returning of damaged goods, claims, queries regarding products and services to create a good image and build loyalty among customers.
- The manufacturers need to modify their social media advertising strategies so they can get the boost in sales.
- The government needs to develop the framework for the management and control of social media use in the country as well as to stop the unwanted or misguiding activities on social media sites advertisements. They also need to implement law with a heavy financial penalty instead of imprisonment or penalty or both.

CONCLUSION

Social media advertisement is the only path to create awareness among youngsters. Accessing social media is a universal trend because it is a digital platform for people across the world. The rapid development of technology brings the world into our hand through the internet. Social media sites are used as a digital platform for advertising activities. The manufacturers have to spend a lot of time, money and resources on social media advertisements. Though, there is always a challenge in how advertisers can design the advertisements to attract more audience. Social media advertisements play a major role in urging, enlightening and recapping both potential and existing customers. It increases social media users, especially youngsters because they can easily adapt and access social media through electronic gadgets. It creates awareness about the product amongst people and intends to buy products and services. Both marketers and advertisers are keen in attracting consumers and satisfy their needs and wants with the utmost care. From the result of the study, a good number of respondents preferred to watch YouTube since the advertisements will display for a few seconds automatically. Hence the researcher concluded that social media advertisements will strike the mind of respondents and impulse to purchase the products and services.

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